

**SYSTEM, METHOD, AND COMPUTER PROGRAM
PRODUCT FOR STORING INTERNET ADVERTISEMENTS
AT A USER COMPUTER**

ABSTRACT OF THE DISCLOSURE

A method for storing Internet advertisements at a user computer includes receiving plural Internet advertisements at the user computer. Some of the advertisements are tagged using a hypertext markup language (html) tag. An Internet browser within the computer determines which received advertisements are tagged and saves them within the computer. The saved advertisements are then displayed for a user to review later, e.g., in response to a button being toggled.